MODULE R EXAM TECHNIQUE · R4

Answering 8-mark extended response questions

Original practice questions · 20 marks · ~25 minutes · OCR J277 spec 3a, 3d, 3k and 1.6.1

Name _____ Date _____

Instructions. Answer all questions in the spaces provided. The marks for each part are shown in brackets [ ]. The total for this worksheet is **20 marks**. Questions 3 to 5 use the same scenario. Question 5* is marked on the quality of your extended response: aim to spend about 12 minutes on it.

1

Total: 3 marks

J277/01 has one 8-mark extended response question. **[3]**

Tick (✓) **one** box in each row to show whether each statement about how this question is marked is true or false.

Statement	True	False
The whole answer is placed in a mark band (level) by the quality of its reasoning; marks are not given one per point listed.		
An answer that describes only drawbacks can still reach the top mark band (6 to 8 marks).		
Points written about the topic in general, with no link to the scenario in the question, are enough for the top mark band.		

2

Total: 2 marks

The 8-mark question often uses the command word **Discuss**. **[2]**

State **two** things that an answer to a "Discuss" question must include.

1 _____

2 _____

Scenario for Questions 3 to 5. A chain of 30 cafés plans to:

- stop accepting cash in all of its cafés
- make customers pay by bank card or through the chain's own mobile app
- use the app to record every purchase each customer makes, and send each customer personalised offers based on what they buy.

3 **Total: 3 marks**

A first draft of an answer about this plan contains this point: **[3]**
"Some customers will not be able to pay any more."
Develop this point so that it would earn credit in an 8-mark answer. Explain **why** this could happen and the **impact** it would have on the customers and on the café chain.

4 **Total: 4 marks**

Each statement below is about the café chain's plan. Complete the table by writing the type of issue that each statement is **mainly** about. **[4]**
Choose from the words in the box. Each word may be used once or not at all.

cultural · environmental · ethical · legal · privacy

Statement	Type of issue
The app keeps a record of every drink each customer buys, and when and at which café they buy it.	
The chain must tell customers what data the app collects, use it only for that purpose and keep it secure, or it could be fined.	
Customers who have no bank card and no smartphone can no longer buy anything at the cafés.	
The cafés stop printing paper receipts; each receipt appears in the app instead.	

5*

Total: 8 marks

Discuss whether the café chain should go ahead with its plan. **[8]**

In your answer you should consider:

- the impact on the customers and on the café chain
- ethical issues
- privacy issues
- legal issues.

You may use your answers to Questions 3 and 4.

Total for this worksheet: 20 marks